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Automotive News

Detroit, July 27, 1981

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At World Congress

Jim Pingus

Opening-night speakers

Keith E. Crain, center, Automotive News publisher and editorial director, visits with opening-night speakers at the Automotive News World Congress. They are Donald E. Petersen, left, president of Ford Motor Co., and William M. Agee, chairman of Bendix Corp.

Iacocca returns to capital, enjoying Chrysler profit

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Chrysler's latest trip to Washington was a triumphal one to announce a second-quarter profit—$12 million and higher than expected—and not to beg for help. Chairman Lee Iacocca, accompanied by Gerald Greenwald, vice chairman and the company's financial wizard, passed out bottles of black ink—labeled "Now being used by Chrysler Corporation—thanks to you"—at a Congressional reception attended even by some members who had voted against the loan guarantee program.

At a National Press Club luncheon, Iacocca was flanked by the two major movers and shakers from the Hill—Michigan Rep. James Blanchard and Senator Don Riegle.

This time, it was a proud and jubilant Iacocca happily taking a swipe at the "intellectual carpetbaggers" who had told the corporation to "die with dignity" and a cocky Iacocca, joking that Chrysler might join the others in trying to take over Conoco.

But despite the upbeat talk, Iacocca also noted the economy is "dead in its track" at least as far as the housing and auto businesses are concerned, and the "attitude of defeatism in the air." But he asked reporters to allow him at least a "day of glory" before the third-quarter figures.

Despite the gloom over decrease in productivity and the vast inroads of imports—from 8 percent to 30 percent of the market in 20 years, 80 percent of them Japanese — Iacocca labeled the "negative" and "self-defeating" attitude a "very dangerous" one.

He decried the notion that the import companies were "smarter" or had anticipated the market better or made cars that were never recalled, and he rejected trying to be a "clone" with the Japanese. They may be different, but "not better, just different," he said.

On the other hand, the Japanese notion of a combined government, business, and labor policy that sets long-range goals and provides the means to achieve them "is better and an American national policy is indeed needed fast," Iacocca said. (Blanchard's House Banking subcommittee is now holding extensive hearings on revitalization of the U. S. industrial base.)

• The Japanese success, Iacocca recounted, was not their perfection but happening to be here and ready when the second oil crunch hit and the market turned, using up the Japanese inventory and leaving the domestic makers stuck with big cars. Specifically, Iacocca mentioned in his text—and later ad libbed a "Toyota example" of what he called a Japanese tax incentive that provides an export incentive.

Chrysler's arithmetic is at best confusing—a Japanese car that sells for $8,000 in Japan sells for $600 less in this country and the Toyota example had it selling for $10,500 in France. Presumably, Iacocca was talking about the Japanese commodity tax (17.5 percent for small cars and 22.5 percent for large ones) that is rebated for exports just as the Common Market countries rebate a value-added tax upon export and just as cars exported from the U. S. (which has no federal tax) does not carry any state or local taxes.

• As living proof of American ability to meet the foreign challenge, Iacocca called his company's return to profitability — "maybe a little miracle." He labeled this a "genuine operating profit" and pooh-poohed the pot-shots taken by the press about overbuilding in the second quarter—a practice com-

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UAW seeking support for local-content law

By Marjorie Sorge
Labor Editor

The UAW has asked automotive suppliers to come to its party and endorse a hefty local-content law, according to union President Douglas A. Fraser.

Fraser told the Automotive News World Congress that a local-content bill could be introduced in Congress this summer which would preserve employment, enhance competition, shore up the nation's sagging industrial base and address the "savaging of the American economy by the Japanese."

"In the past few months, my union has received many invitations to 'come to the party' from various companies seeking help," he said. "Where it has been justified, we did. Now, on an issue which is also justified and which will mean increased investment and job creation here, we're asking them to 'come to the party.'"

Fraser proposed that the program be phased in beginning in 1983 and include cars built in the U. S. and Canada. The legislation should require auto makers with yearly sales above 200,000 to have at least 75 percent North American content by 1985, while companies with annual sales over 500,000 would have to have 90 percent local content, he said.

For purposes of the bill, manufacturers would be defined by majority control, he said. For example, Chrysler and Mitsubishi would be counted as two separate companies, since Chrysler does not control Mitsubishi.

According to a Chrysler spokesman, the proposal would not affect Mitsubishi because the annual sales do not reach 200,000.

European auto makers also would not be affected since none have annual sales that high. Volkswagen, however, more than likely would be affected when it achieves higher U. S. production in the next few years.

The major thrust seems to be against the Japanese imports, specifically Toyota, Nissan and Honda.

The idea met with little reaction from the domestic makers. Ford Motor Co. President Donald E. Petersen said "there is nothing new or novel in Mr. Fraser's suggestion. As a multinational company, we live successfully with local content requirements in many parts of the world."

General Motors had no official reaction to the proposal, but a company spokesman said local-content laws are not new to GM, which has been dealing with them overseas for quite a while.

Chrysler also had no comment, but its Chairman Lee A. Iacocca did stiffly criticize the

Continued on Page 36, Col. 4

'Survival only issue' for dealers, says Belli

By Kenneth R. MacDonald
Staff Correspondent

SAN FRANCISCO. — Automotive News has been told exclusively by internationally known attorney Melvin M. Belli that he has agreed to become legal counsel and spokesman for a group of "very unhappy" auto dealers intent on battle with vehicle manufacturers over a long list of complaints.

"Almost from the start of the automobile industry," Belli said, "this country's car dealers have publicly been presented and promoted by manufacturers as independent business men and women.

"In factory relations, however, the dealers have been treated more as serfs and slaves by the makers of the cars they sell. This new group intends to bring such shabby treatment to an end."

Belli, although based in plush, well-landscaped Victorian-era offices not far from San Francisco's downtown financial area, practices as a trial lawyer in courts all over the world and has gained widespread fame for the huge jury awards he has won for clients.

He met with leaders of the new group, which calls itself the Automobile Dealers Coalition, in New York City, prior to signing the agreement in his offices here.

"The initial concept of the Coalition," Belli explained, "was developed by 17 prominent dealers in the Detroit area. To date, they have spent some $70,000 of their own money in visits to dealers across the nation and researching the relations between all lines of dealers and their manufacturers.

"What they found in their attempt to tune in on the five-year projection plan the various factories started in 1978 was that conditions since that date have deteriorated to the point that today dealer survival is the only real issue.

"Dealers in all lines," Belli said, "now are witnessing the

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breaking news

Escort and Lynx add 3,300 jobs

WAYNE, Mich.—Ford Motor's new Escort, Lynx, EXP and LN7 models have created 3,300 new jobs at the plants that manufacture components and assemble the cars in North America, the company said last week. Harold A. Poling, executive vice president, Ford North American Automotive Operations, cited the figure at a ceremony at the Wayne Assembly Plant marking production of the 500,000th Escort/Lynx auto.

Egyptian truck venture for Mercedes

CAIRO, Egypt.—Mercedes-Benz has signed a joint venture contract with the Engineers Syndicate here for a $47 million dollar plant to make light and heavy trucks and buses. The Egyptian Union is putting up 75 percent of the capital. The new firm will be called Mercedes Misk Co.

No more three year contracts?

DEARBORN. — Three-year agreements may not make sense any more in the auto industry, according to UAW President Douglas A. Fraser. He indicated that the economic

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Reuss sees new market for individualized cars

Buick eyes 2-seater; Opel ruled out

By Kathleen Hamilton
News Editor

Pontiac isn't the only General Motors division eying a two-seater; Buick General Manager Lloyd E. Reuss told a news conference at the Automotive News World Congress that Buick may introduce a car smaller than the subcompact J-car.

"There may be a market out there for a two-passenger Buick," Reuss said.

It won't be an Opel, though. Reuss said there are no plans to reintroduce the European marque in the U. S., at least in Buick showrooms

Small cars are becoming more than just the choice of necessity for U. S. buyers, Reuss told the Congress.

"Big cars once meant big status. Now smaller cars symbolize the customer's personal autonomy," he told his audience.

The trend toward purchasing cars as an expression of individuality has two consequences, he said.

First, it means a proliferation of models is likely to occur. But also it means buyers are willing to defer their purchases until they can get a quality product that will satisfy them.

• The big market gains will be in this segment of buyers, Reuss said. Population trends indicate the 25- to 45-year-old segment will increase 25 percent between 1980 and 1990.

These people will have more money to spend, Reuss projected. The number of households with $25,000 (constant dollars) in income is expected to rise by 55 percent; $35,000 households, to rise 84 percent.

Autos will have to compete for these dollars with other big-ticket items while meeting the rising expectations of young affluents, Reuss said.

One of the cars Buick is betting on is, of course, its version of the J-car, the Skylark, which is to bow next spring.

Availability of cars is forcing Buick and other GM divisions into staggered public introductions of 1982 models, Reuss said.

Buick plans to introduce its carryover models in September. The new front-wheel-drive Century is to debut in late November or early December, he said.

Buick hopes to have at least 6,000 Century models built — two per dealer — by intro day. After that, production of the Century is expected to accelerate rapidly.

• On the subject of the diesel engine, Reuss noted Buick's late start in offering the diesel and said the division is expecting to sell about 50,000 diesel-equipped cars this year.

Next year the diesel will be offered on the LeSabre, Electra, Riviera, Regal and Century. Reuss projected diesels will be installed in 15 percent of those models.

Although he expects diesel volume to increase over the years, Reuss said he doesn't see any significant growth in its penetration.

Reuss said Buick could be the first GM division to produce electrics if the vehicles are to be high-ticket, low-volume offerings. If, on the other hand, electrics emerge as low-cost, high-volume vehicles, it is more likely Chevrolet will take the lead, he said.

Reuss outlined Buick's efforts to improve quality and productivity through participatory management experiments which are being phased in at GM plants.

He also stressed the importance of dealership service departments in the quality equation. He outlined a computer network, still in its infancy, through which Buick hopes to share technicians' early experience with new models and to receive quick feedback on problems.

The data bank—which should probably be funded in large part by the factories at the start, could also assist technicians in diagnosis, Reuss said.

Reuss said a computerized tracking system for new cars should be operating in all Buick sales outlets by September.

But the first step toward improved service is the recognition that the shop is a sales tool, Reuss said.

Buick is encouraging its dealers to extend their shops' hours to better serve customers. Second shifts double capacity with no new capital investments, Reuss noted.

Designers examine work

Erich Bitter, left, general manager and chairholder, Bitter-Automobile, Schwelm, West Germany, shows off interior trunk space of his Bitter to another designer, John Weitz, chairman of John Weitz, Inc., at Automotive News World Congress.

New orders for DeLorean replace 'fallout,' Brown says

By Edward Lapham
Financial Editor

DeLorean Motor Co. has experienced some fallout of previous retail orders since introducing the stainless-steel sports car with a $25,000 sticker price, but new orders are flowing in to replace the fallout, DMC Vice President C. R. Brown said.

Following his address to the Automotive News World Congress, Brown told AUTOMOTIVE NEWS the DMC dealers in the Western region, that is west of the Mississippi River, who had received cars were reporting selling prices well above the $25,000 price.

"I don't know what the average selling price is," Brown said, "but several of the dealers were able to stay out of the red last month because they had our cars to sell."

The car, priced at $25,000 with manual transmission and $25,650 with automatic transmission, has an 18 percent dealer discount, Brown said, meaning that even selling at "just" full sticker price would gross a dealer a minimum of $4,500.

Several dealers, he said, have reported a net of $10,000 or more on each car.

"We should not feel that it is justifiable to raise the price, however," Brown said. "The number of people who are willing to pay $10,000 over sticker for a DeLorean is probably somewhat limited."

• In his speech, Brown described the new approaches used by DeLorean Motor Co. to foster its new-concept automobile.

He said there were three fundamentals which were crucial to the project: Sufficient capitalization, the right product and highly qualified people in the organization.

Brown described the company's three-fold product objective as "a performance car, an economical car and a safe car."

The DMC executive said that although the company is not "out of the woods yet," it has taken many steps to assure it doesn't follow some typical path to failure taken by some previous ventures.

Brown told the audience that DMC dealers have just one

Continued on Page 36, Col. 5

Comparing notes

Two faculty members of Automotive News World Congress compare notes. Carrie Gray, left, manager, small-car market plans and strategies, Chrysler Corp., chats with John M. Hemphill, executive vice president, J. D. Power and Associates.

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GM, Ford get waiver, but Nissan rejected

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — In some ways, it pays to be a struggling auto maker.

The EPA says it will allow certain General Motors and Ford engines to meet eased carbon monoxide standards for 1982 on the grounds that this will allow the makers to make the cars less expensively and therefore make them more competitive.

As an extension of that logic, EPA said it was denying a similar request by Nissan for a waiver on the 1982 CO standard for a 90-CID and a 120-CID engine the company wants to use.

Said the EPA, "The manufacturer failed to establish that they were incapable of meeting the statutory standard (3.4 grams per mile), even considering cost, driveability and fuel economy.

Of the GM and Ford waiver requests, the EPA said it was granting them on the grounds that "it is essential to provide these manufacturers with sufficient production flexibility to improve the competitiveness of these models under current market conditions."

Waiving the CO standard to 7 grams per mile could provide them with the flexibility to improve fuel economy or driveability, or decrease costs without increasing the risk of noncompliance with EPA's emission requirements, the EPA said.

Ford engines receiving the waiver for the 1982 model year are the 2.3-liter, 3.3-liter, 4.2/5.0 liter and 5.8 liter. The CO standard also was waived for those engines for the 1981 model year.

GM engines receiving waivers were: A new 1.8-liter fuel-injected version of the J-car engine, a new 2.5-liter throttle body injected-four cylinder engine, the 3.8-liter turbocharged small V-8 which had been operating with a CO waiver, a new 4.1-liter fuel-injected V-8 and a new 5.0/5.7-liter fuel-injected V-8.

• EPA said it would also waive the CO standard in 1982 for a 4.2-liter engine Jaguar uses and three new engines Lotus wants to use. They are a 2.2-liter naturally aspirated engine, a turbocharged version of this engine and a 4-liter engine. In addition, EPA said Lotus could also have a one-year extension on the CO waiver it now has on its 2-liter engine.

The EPA has now waived the CO standard for 37 engine families for the 1982 model year. These are built by AMC; BL Cars, Ltd.; Chrysler; Excalibur Motors, Ltd.; Ford; GM; Lotus; Subaru; Toyota, and Volkswagen of America.

In all, these engines will power more than one-third of all vehicles sold in the 1982 model year.

Waivers from the 3.4 CO standard are available through the 1982 model year. Recently, the National Academy of Sciences recommended that the standard be changed, until at least 1986, to the 7 grams per mile standard that is now permitted under the waiver provisions of the Clean Air Act.

The auto makers have testified that waiving the CO standard to 7 grams per mile can save the consumer from $30 to $60 per vehicle because the catalyst can be loaded with less precious metal. Some have also suggested that the 7-gpm standard can result in slightly better fuel economy and better driveability.

Ford jets 200 from Coast for Escort training

DEARBORN. — Ford Motor Co. flew 200 hourly and supervisory quality upgrade operators from its San Jose (Calif.) assembly plant to Detroit for hands-on training in the production of Escort and Lynx cars at its Wayne assembly plant.

The San Jose plant will be converted to Escort and Lynx production in September. It stopped building Mustangs and Capris earlier this month.

During the Detroit training sessions—five days for each of the two groups—the San Jose employes worked side by side with their counterparts, learning how to properly assemble the new models. They in turn will train the rest of the San Jose plant employes.

Clarke & White is one of last to leave historic area

Boston L-M deal quits Auto Row

BOSTON. — One of Boston's last old-time "Automobile Row" dealers is leaving the old "Row" and heading to suburban Newton, to the west of the city.

Clark & White, Inc., a Lincoln-Mercury deal, is moving to the former Luby Ford building in Newton. Clark & White has been at the Boston site since 1950.

More important, though, is the history of the building in which the dealership has been housed for the last 31 years.

The building that Clark & White has occupied was the site of the original auto showroom on Commonwealth Ave. It was the start of a tradition on the street that has lasted to today.

It was in this building that Gov. Alvin T. Fuller, the man who originated the Washington's Birthday sales, opened his Packard dealership.

Some people thought Fuller was a bit crazy when he opened his dealership there about 1903 because there was nothing on the avenue to even suggest a future in automobiles.

Used car sales
Auction Averages

July to date	$4,359
Month ago	$4,286
Year ago	$3,227

• Moving along the "Row," next came "Fuller's Folly." This was the multi-storied Cadillac building across from Boston University.

After Fuller opened his initial store, other dealerships followed through the years. One could find just about any make on the "Row." Some of those names were Buick, Franklin, Studebaker, Pontiac, DeSoto, Plymouth, Mercury, Lincoln, Ford, and Nash.

Soon, though, this will all be history. The Clark & White dealership will soon become a 218-unit luxury apartment building.

The current dealership is making the move because the new building will offer a more modern, efficient designed facility with a large parking area, according to Loren White Jr.

However, there could be another "Automobile Row" in the making in Newton because the areas where Clark & White is moving also boasts several dealerships in a small area.

Model breakdown
Auction Averages

	JULY TO DATE	JUNE	MAY
1981	$7,475	$7,126	$7,326
1980	6,026	5,856	5,697
1979	4,899	4,857	4,843
1978	3,872	3,869	3,845
1977	3,104	2,972	3,086
1976	2,272	2,288	2,264
1975	1,669	1,699	1,708
1974	1,309	1,379	1,457
Overall Average	$4,359	$4,286	$4,326

factories list auction dates

Chrysler Corp.

July 30 — St. Pete Auto Auction, Clearwater, Fla. 33520.

American Motors

July 28—Ohio Auto Auction, Grove City. O.

July 29—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Sales, Warehouse, Pt., Conn.

July 31—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Dallas Auto Auction, 4226 E. Main, Dallas.

used-car auction directory

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Pace is one month ahead of 1980

Year's car output reaches 4 million

By Patricia Hoffman
Staff Writer

U. S. auto production for the year-to-date hit the four-million mark last Friday (July 24), one month earlier then the point was reached in 1980. Last year, the domestic auto makers built the four-millionth car in the week ended Aug. 23.

So far this year, the auto manufacturers have completed 4,014,562 units, up 5.53 percent from 3,804,184 completed in the comparable period last year.

Last week, auto production was slated at 119,583 units, up 6.48 percent from 112,309 in the previous week, and up 25.81 percent from 95,050 cars built in the comparable period last year.

Breakdown for the week by company is: General Motors, 56.04 percent; Ford Motor, 24.40 percent; Chrysler Corp., 13.63 percent; Volkswagen of America, 3.14 percent; American Motors, 2.76 percent and Checker Motors, 0.03 percent.

GM's Wilmington and Oklahoma City facilities both worked last Saturday (July 25).

GM's Linden assembly point closed July 22 for changeover to '82 models. The plant is slated to resume operations Aug. 19.

Also at GM, the Leeds assembly point will close Friday (July 31) for changeover. The plant is scheduled to resume sometime in October.

GM's Janesville point, down last week due to a parts shortage, resumes operations today (July 27).

No GM rebates, Lund says; incentives called possible

Continued from Page 4

and Bob Cook, Chevrolet general sales manager, make a "tremendous team" and this could indicate long-range marketing plans. However, Lund denied rumors that he is retiring and that Staudt will be his replacement.

New advertising campaigns may also be in the works for the J-car which Lund said will be re-emphasized, not relaunched, this summer and fall. There will be minor changes on the car, for instance tweaking the drivetrain of the 1.8-liter engine for "more zip," which will not hurt the MPG, he said.

At the spring introduction, Lund predicted model year sales of 75,000 Cavaliers which, he said, may have to be revised downward if production doesn't meet demand.

Right now there are not enough J-cars in the dealer's hands to make a sales prediction, but he said in the next 60 days there should be enough to forecast both sales and consumer response. At that point, GM will introduce "activities that will stimulate interest in the J-cars" he said.

• Some dealers have feared a sticker shock reaction from customers on the new J-cars, but Lund said there is not much evidence of that problem.

One new trend in the industry Lund doesn't like is the tendency to "leak" new-product information long in advance of introduction day. He said he feels such information about the S-truck and F- and A-cars is hurting present sales.

The S-truck, due for introduction this fall, will eventually replace the LUV, according to Lund. He said as each new version of the S-truck comes out, similar models of the LUV will be discontinued.

In his speech to the World Congress, Lund called for the introduction of "America, Inc." to combat "Japan, Inc." He said government, labor, business, consumers, media and academia should join together in cooperation and cost effectiveness to improve the U. S. marketplace.

"When we mobilize our industrial resources, when we join our strengths we can be a lot tougher, a lot smarter and a lot more effective," he said.

According to Lund, the auto industry is now international and the national markets are disappearing. Cars, too, are shrinking, and GM expects compact and smaller cars to approach 60 percent of industry sales by 1985 and perhaps 65 percent by 1990, he said.

Specialty cars, not general-purpose cars, will rule the automotive markets of the future, he said, but mini-subcompacts will not be all things to all people.

Millionth truck of 1981 produced by U.S. makers

Domestic truck production for the year-to-date topped one million last week, about five weeks earlier than the point was reached in 1980.

The millionth truck was completed last Tuesday (July 21). The cumulative total through July 25 was 1,024,394, up 11.62 percent above the 917,790 trucks assembled in the comparable period last year. In 1980, the domestic truck manufacturers topped a million trucks in the week ended Aug. 30.

Last week, truck production was scheduled at 32,336 units, up 75.11 percent from 18,466 built in the previous week, and up 8.01 percent from 29,939 trucks completed in the comparable period last year.

International Harvester's assembly points, down since July 2 for vacation, return today (July 27).

General Motors' Fremont facility, which closed July 17 for '82 model changeover, will resume operations August 24.

Canadian output slips for week but tops 1980

Canadian auto production last week took a substantial jump over the comparable 1980 week's output, but the total was below the previous week's figure.

Canadian auto production for the week was estimated at 11,523 units, up substantially above the 3,821 cars completed in the comparable 1980 week, but down 14.54 percent from 13,483 units assembled in the previous week.

Year-to-date output for the Canadian auto manufacturers was 512,897 units, up 2.45 percent above the 500,627 units completed in the comparable period last year.

Canadian truck production last week was slated at 7,658 units, up a considerable 27.68 percent from 5,998 units completed in the comparable 1980 week, and also up 8.35 percent from 7,068 built in the previous week.

So far this year, the truck manufacturers have completed 323,895 trucks, up 6.70 percent from 303,547 units built in last year's comparable period.

Ford Motor's Oakville (Line #1) and St. Thomas car assembly points, both down for vacation since July 6, return today (July 27).

Ford's Oakville truck assembly point, also down for vacation since July 6, resumed operations last week.

Chrysler Corp.'s Windsor car point went down last Friday (July 24) for '82-model changeover. The plant is slated to resume operations Aug. 10.

Also at Chrysler, the Windsor truck facility, down since July 17 for '82 model changeover, is scheduled to return August 3.

General Motors' St. Therese car assembly point closed July 23 for changeover to 1982 models. The facility is slated to resume Aug. 14.

GM's Oshawa truck plant will close July 31 and is slated to return Aug. 3 with 1982 models.

GM has also scheduled downtime beginning today at its Scarborough truck facility for changeover. The plant is slated to resume operations Aug. 18.

U. S. CAR PRODUCTION

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
AMERICAN MOTORS	3,300*	1,110	3,200*	11,620*	95,023*	68,754*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	16,300	6,100	18,627	62,349	358,837	496,659
Plymouth Total	7,600	3,400	9,976	32,388	163,906	257,300
Horizon	2,600	3,400	3,770	11,807	94,773	96,304
Reliant	5,000	.....	6,206	20,581	.....	151,409
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	.....	.....	.....	4,083	2,139
Gran Fury	.....	.....	.....	.....	13,310	7,448
Chrysler Total	.....	.....	.....	.....	47,820	22,098
LeBaron	.....	.....	.....	.....	36,304	17,236
Chrysler	.....	.....	.....	.....	11,516	4,862
Dodge Total	8,700	2,700	8,651	29,961	147,111	217,261
Omni	4,000	2,700	4,155	14,306	81,902	81,540
Aspen	.....	.....	.....	.....	36,899	.....
Aries	4,700	.....	4,496	15,655	.....	119,395
Diplomat	.....	.....	.....	.....	17,585	12,644
St. Regis	.....	.....	.....	.....	10,725	3,682
FORD MOTOR	29,177	19,720	.....	48,007	730,417	809,609
Ford Division	20,239	12,590	.....	33,434	538,898	552,467
Escort	6,758	.....	.....	11,135	.....	206,020
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	4,164	2,965	.....	6,960	146,462	118,666
Must./Must. II	4,348	5,460	.....	7,666	145,360	97,481
Granada	2,790	.....	.....	4,445	49,412	49,050
Thunderbird	2,179	2,485	.....	3,228	77,278	40,364
Ford	.....	1,680	.....	.....	52,207	40,886
L-M Division	8,938	7,130	.....	14,573	191,519	257,142
Mercury Total	8,938	5,810	.....	14,573	171,945	220,845
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	2,815	.....	.....	4,524	.....	72,341
Capri	1,281	1,580	.....	2,325	41,724	34,100
Zephyr	1,033	875	.....	1,918	46,738	36,331
Cougar/Monarch	1,469	.....	.....	2,318	16,409	25,335
XR-7	1,046	2,075	.....	1,564	25,827	17,786
Mercury	1,294	1,280	.....	1,924	28,802	34,952
Lincoln Total	.....	1,320	.....	.....	19,574	36,297
Lincoln	.....	633	.....	.....	7,669	17,699
Mark VI	.....	687	.....	.....	10,044	18,598
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	57,011	63,745	86,695	299,805	2,496,601	2,531,411
Buick Division	10,391	9,608	11,784	48,868	490,915	537,819
Skylark	6,595	4,348	6,136	22,259	134,937	156,828
Century	.....	1,039	.....	1,727	107,614	86,881
Regal	2,250	1,902	2,261	12,328	129,052	161,779
Buick	1,000	1,614	2,151	8,684	91,558	97,039
Riviera	546	705	1,236	3,870	27,754	35,292
Cadillac Division	1,863	3,724	6,694	20,230	124,790	168,200
Cimarron	1,000	.....	692	3,254	.....	7,940
Seville	201	686	461	1,436	21,256	15,911
Eldorado	662	1,306	1,503	4,699	33,221	40,037
Cadillac	.....	1,732	4,038	10,841	70,313	104,312
Chevrolet Division	30,977	30,376	39,666	128,614	1,049,815	941,233
Chevette	8,917	9,680	10,641	33,055	271,022	207,485
Cavalier	4,470	.....	5,187	15,589	.....	40,908
Monza ('80)	.....	3,400	.....	.....	100,312	.....
Camaro	.....	2,509	3,038	8,641	78,155	87,073
Citation	7,414	8,448	9,327	29,645	279,202	225,651
Malibu	2,282	4,744	2,841	10,667	163,100	159,073
Monte Carlo	2,094	795	2,596	10,027	59,784	89,973
Chevrolet	4,800	.....	4,816	17,361	72,494	112,127
Corvette	1000	800	1,220	3,629	25,746	18,943
Oldsmobile Division	12,257	11,099	15,191	55,611	485,670	562,994
Omega	3,705	2,312	3,671	12,874	71,535	93,531
Cutlass	2,621	6,363	4,764	19,289	248,512	273,012
Oldsmobile	5,497	1,580	5,752	20,336	140,606	167,056
Toronado	434	844	1,004	3,112	25,017	29,395
Pontiac Division	11,523	8,938	13,360	46,482	345,411	321,165
Acadian†	385	300	485	1,550	14,121	13,999
J2000	2,530	.....	2,887	9,325	.....	32,137
Sunbird ('80)	.....	3,015	.....	.....	88,192	.....
T1000	2,193	.....	1,876	7,639	.....	45,887
Firebird	.....	1,565	1,758	5,119	50,973	43,457
Phoenix	2,211	2,863	2,086	7,923	82,545	70,828
Grand Prix	2,310	.....	2,335	8,125	35,440	64,991
LeMans	1,550	.....	1,568	5,516	34,611	40,507
Pontiac	344	1,195	365	1,285	39,529	9,359
VOLKSWAGEN	3,760	4,375	3,752	12,919	121,736	106,806
CHECKER	35*	.....	35*	105*	1,570	1,323*
Total Cars, U. S.	119,583	95,050	112,309	434,805	3,804,184	4,014,562

CANADIAN CAR PRODUCTION

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
AMERICAN MOTORS	720	.....	850	2,660	.....	19,497
CHRYSLER CORP.	2,568	.....	2,994	8,746	38,578	29,709
FORD MOTOR	.....	.....	552	4,635	144,819	129,003
GENERAL MOTORS	8,010	3,596	8,662	32,239	311,100	326,431
VOLVO	225	225	225	783	6,130	6,257
Total Cars, Canada	11,523	3,821	13,483	49,063	500,627	512,897
N. American Cars	131,106	98,871	125,792	483,868	4,304,811	4,527,459
N. American Trucks	39,994	35,937	25,534	125,130	1,221,337	1,348,289
North American Cars and Trucks	171,100	134,808	151,326	608,998	5,526,148	5,875,748

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
CHEVROLET	7,576	7,663	8,965	34,178	283,631	333,458
DODGE/PLYMOUTH	2,100	.....	2,181	7,815	84,628	58,556
FORD	15,521	15,471	.....	23,648	309,006	362,928
GMC	2,209	2,675	2,468	11,580	97,019	111,852
INTERNATIONAL	.....	2,180	.....	811	31,056	38,522
MACK	.....	450	.....	.....	14,826	.....
JEEP	2,500*	.....	2,500*	9,000*	51,105	53,471*
AMC CORP.	90*	225*	90*	324*	5,504*	2,525*
VOLKSWAGEN	1,400*	650*	1,400*	5,040*	23,820*	36,800*
MISCELLANEOUS	940	625	962	3,302	17,195	26,282
Total Trucks, U. S.	32,336	29,939	18,466	95,698	917,790	1,024,394

CANADIAN TRUCK PRODUCTION

	Week Ended July 25, 1981	Week Ended July 26, 1980	Week Ended July 18, 1981	July to Date	Jan. 1 to July 26, 1980	Jan. 1 to July 25, 1981
CHRYSLER CORP.	.....	.....	2,142	5,157	22,198	47,046
FORD MOTOR	2,812	3,908	300	5,334	110,415	93,419
GENERAL MOTORS	4,846	1,615	4,626	18,629	148,937	177,024
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	.....	475	.....	112	8,959	6,406
MACK	.....	.....	.....	.....	1,394	.....
Total Trucks, Canada	7,658	5,998	7,068	29,432	303,547	323,895
N. American Trucks	39,994	35,937	25,534	125,130	1,221,337	1,348,289

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destin... vehicles. AM General will no longer be figured in with North American trucks.